

In the claims:

Please amend the claims as follows:

1. (Cancelled) A method for managing contact information, comprising the following steps:
entering customer information into a database;
placing individual customers in workflow stations;
contacting customer within a specified schedule for introducing product information; and
processing customer information and feedback and moving said customer to a subsequent workflow station based upon said feedback.
2. (Cancelled) The method of claim 1, wherein said product information is manually entered into said database.
3. (Cancelled) The method of claim 1, wherein said product information is imported into said database in a data transfer.
4. (Cancelled) The method of claim 3, wherein said data transfer is an electronic transfer of data through a communication link of multiple computers.
5. (Cancelled) The method of claim 1, wherein said customer is a marketing Lead.
6. (Cancelled) The method of claim 4, wherein entering customer information further comprising the step of indicating source origination of the customer.
7. (Cancelled) The method of claim 6, wherein said source origination for said customer is determinative of initial station location.
8. (Cancelled) The method of claim 1, further comprising the step of sending a communication to a station supervisor upon failing to contact customer within defined station duration.

9. (Cancelled) The method of claim 8, wherein said communication is in the form of an electronic mail message.

10. (Cancelled) The method of claim 1, further comprising the step of generating a report on progression of individual customers through said workflow.

11. (Cancelled) The method of claim 10, further comprising forwarding said report to a supervisor through an electronic mail message.

12. (Cancelled) The method of claim 11, further comprising attaching said report as a hyper text mark-up language in said electronic mail message.

13. (Cancelled) The method of claim 10, further comprising the step of establishing an automated periodic generation of reports of customer progression at established time intervals.

14. (Cancelled) The method of claim 10, wherein said report is customized by an authorized user from a plurality of database fields.

15. (Cancelled) The method of claim 14, wherein said fields are selected from the group consisting of all sources, specific sources, all stations, specific stations, aging of customers in said database, dates, geographical data, and combinations thereof.

16. (Cancelled) The method of claim 14, wherein said report is presented to an authorized user in a graphical format.

17. (Cancelled) A workflow management system for tracking sales and marketing customers, comprising:
entering customer information into a database;
placing each customer in an initial station based upon source of said customer;

initiating contact with said customer and introducing product information within a specified duration;

moving said contact to a subsequent station following initial contact based upon reaction of said contact;

generating an alert if said customer remains in a station beyond a predefined duration; and

managing said contact through a plurality of stations to ensure proper introduction of product information within predefined durations for each of said stations.

18. (Cancelled) The system of claim 17, wherein said customer originates from a purchased list.

19. (Cancelled) The system of claim 18, wherein said customer enters said database in station one.

20. (Cancelled) The system of claim 19, wherein an alert is generated if said customer remains in said initial station in excess of thirty days.

21. (Cancelled) The system of claim 20, wherein a subsequent station is selected from the group consisting of station four, station five, station six, station seven and station eight.

22. (Cancelled) The system of claim 17, wherein said customer originates from a commercial event.

23. (Cancelled) The system of claim 22, wherein said customer enters said database in station two.

24. (Cancelled) The system of claim 23, wherein an alert is generated if said customer remains in said initial station in excess of seven days.

25. (Cancelled) The system of claim 24, wherein a subsequent station is selected from the group consisting of station four, station five, station six, station seven and station eight.

25. (Cancelled) The system of claim 17, wherein said customer enters said database from personal contact.

26. (Cancelled) The system of claim 25, wherein said customer enters said database in station three.

27. (Cancelled) The system of claim 26, wherein an alert is generated if said customer remains in said initial station in excess of two days.

28. (Cancelled) The system of claim 27, wherein a subsequent station is selected from the group consisting of station four, station five, station six, station seven and station eight.

29. (Cancelled) The system of claim 17, wherein contact with customer in an originating station was attempted without establishing actual customer contact.

30. (Cancelled) The system of claim 29, wherein said customer is transferred to station four.

31. (Cancelled) The system of claim 30, wherein an alert is generated if said customer remains in said station in excess of ninety days without establishment of contact from marketing personnel.

32. (Cancelled) The system of claim 31, wherein a subsequent station is selected from the group consisting of station five, station six, station seven and station eight.

33. (Cancelled) The system of claim 17, wherein contact with said customer was established at said originating station and said customer requires further qualification of product.

34. (Cancelled) The system of claim 33, wherein said customer is transferred to station five.

35. (Cancelled) The system of claim 34, wherein an alert is generated if said customer remains in said station in excess of thirty days without establishment of contact from marketing personnel.

36. (Cancelled) The system of claim 34, wherein a subsequent station is selected from the group consisting of station six, station seven, station eight, station nine, station ten, station eleven, station twelve and station thirteen.

37. (Cancelled) The system of claim 17, wherein contact with said customer was established at said originating station and transferred from a subsequent station and said customer is moderately interested in said product.

38. (Cancelled) The system of claim 37, wherein said customer is transferred to station six.

39. (Cancelled) The system of claim 37, wherein said contact is contacted at least one time within a thirty day period.

40. (Cancelled) The system of claim 38, wherein a subsequent station is selected from the group consisting of station seven, station eight, station nine, station ten, station eleven, station twelve and station thirteen.

41. (Cancelled) The system of claim 17, wherein contact with said customer was established at said originating station and transferred from a subsequent station and said customer may be influenced to purchase said product.

42. (Cancelled) The system of claim 41, wherein said customer is transferred to station seven.

43. (Cancelled) The system of claim 42, wherein said contact is contacted at least one time within a one hundred twenty day period.

44. (Cancelled) The system of claim 43, wherein a subsequent station is selected from the group consisting of station eight, station nine, station ten, station eleven, station twelve and station thirteen.

45. (Cancelled) The system of claim 17, wherein contact with said customer was established at said originating station and transferred from a subsequent station and said customer is interested in said product

46. (Cancelled) The system of claim 45, wherein said customer is transferred to station nine.

47. (Cancelled) The system of claim 45, wherein said contact is transferred to a sales representative,

48. (Cancelled) The system of claim 46, wherein a subsequent station is selected from the group consisting of station ten, station eleven, station twelve and station thirteen.

49. (Cancelled) The system of claim 17, wherein said customer was transferred to a sales representative and subsequently rejected by said sales representative.

50. (Cancelled) The system of claim 49, wherein said contact is transferred to a marketing representative.

51. (Cancelled) The system of claim 50, wherein a subsequent station is selected from the group consisting of station eleven, station twelve and station thirteen.

52. (Cancelled) The system of claim 17, wherein contact with said customer was established at said originating station and transferred from a subsequent station and said customer is not interested in said product and remains in said workflow.

53. (Cancelled) The system of claim 52, wherein said contact is transferred to station eleven.

54. (Cancelled) The system of claim 53, wherein said contact must receive communication from a marketing representative within thirty days of arriving in said station prior to generation of an alert to a station master.

55. (Cancelled) The system of claim 54, wherein a subsequent station is selected from the group consisting of station twelve and station thirteen.

56. (Cancelled) The system of claim 17, wherein contact with said customer was established at said originating station and transferred from a subsequent station and said contact is a customer.

57. (Cancelled) The system of claim 56, wherein said customer remains in the database for subsequent marketing campaigns.

58. (Cancelled) The system of claim 17, wherein contact with said customer was established at said originating station and transferred from a subsequent station and said contact is not interested in product information.

59. (Cancelled) The system of claim 58, wherein said customer is removed from the database for any subsequent marketing campaigns.

60. (Cancelled) A computer readable medium having computer executable instructions stored thereon for performing the following steps:
entering a plurality of records into a relational database;

entering records of said database into a workflow management system for monitoring and managing Leads defining said records through a predefined cycle; acting on said Leads within predefined intervals; and moving said Leads within said workflow based upon actions on said records and reactions of said records.

61. (Cancelled) The computer readable medium of claim 60, further comprising generating tardiness messages to managers of the workflow management system for all records indicating lack of communication from a defined user.
62. (Cancelled) The computer readable medium of claim 61, further comprising generating reports for analyzing progress of records through said workflow.
63. (Cancelled) The computer readable medium of claim 62, wherein said reports are automatically generated at predefined intervals.
64. (Cancelled) The computer readable medium of claim 62, wherein said reports are custom defined based upon user selected fields of the database.
65. (Cancelled) The computer readable medium of claim 60, wherein said database providing support for import of records from external sources.
66. (Cancelled) The computer readable medium of claim 60, wherein said database further providing support for exporting database records into mailing lists.
67. (Cancelled) The computer readable medium of claim 65, further comprising providing for automatic validation of import data information.
68. (Cancelled) The computer readable medium of claim 67, further comprising providing for automatic removal of duplicate data information.

69. (Cancelled) The computer readable medium of claim 60, further comprising providing for managing of an individual Lead through said workflow in independent cycles.

70. (Cancelled) The computer readable medium of claim 60, further comprising providing for custom defining workflow rules.

71. (Cancelled) The computer readable medium of claim 60, further comprising a personal calendar for reminding users of the database of tasks to be performed on select records.

72. (Cancelled) An article comprising:
a computer-readable signal-bearing medium;
means in the medium for entering a plurality of records into a relational database;
means in the medium for placing said entered records into a workflow management system; and
means in the medium for moving said records within said workflow based upon actions and reactions of said records.

73. (Cancelled) The article of claim 72, wherein the medium is selected from a group consisting of: a recordable data storage medium, and a modulated carrier signal.

74. (Cancelled) The article of claim 72, further comprising means in the medium for generating a tardiness message for all records indicating a lack of activity.

75. (Cancelled) The article of claim 72, further comprising means in the medium for generating a report to analyze progress of a record through said workflow management system.

76. (Cancelled) The article of claim 75, wherein said report is automatically generated at a predefined interval.

77. (Cancelled) The article of claim 75, wherein said report is custom defined based upon a user selected field of said database.

78. (Cancelled) The article of claim 72, wherein said means for entering a plurality of records into a relational database includes importing a record from an external source.

79. (Cancelled) The article of claim 78, wherein said record import means includes an automatic validation of import data information.

80. (Cancelled) The article of claim 78, wherein said record import means includes an automatic removal of duplicate data information.

81. (Cancelled) The article of claim 72, further comprising means in the medium for exporting a record into a mailing list.

82. (Cancelled) The article of claim 72, further comprising means in the medium for managing an individual record through said workflow management system in an independent cycle.

83. (Cancelled) The article of claim 72, further comprising means in the medium for defining a custom workflow management rule.

84. (Cancelled) The article of claim 72, further comprising a calendar within said medium for reminding users of database tasks to be performed on a select group of records.

85. (Cancelled) The article of claim 72, wherein said means for placing said entered records into a workflow management system includes managing leads within said records through a predefined cycle.

86. (Currently Amended) An article comprising:
a computer readable signal bearing medium;
a lead having associated contact information stored in said medium, wherein said lead is a customer targeted for a marketing campaign;
a plurality of stations in said medium, wherein each of said stations defines a status of said lead in said marketing campaign;
means in said medium for applying rules of said marketing campaign to said lead, wherein a station parameters is synonymous with a rule of said marketing campaign;
~~means in said medium for monitoring a lead within an assigned station managing activity of said lead by a user assigned to said station within an allotted time interval;~~
means in the medium for moving a lead to a subsequent station selected from a group consisting of: a subsequent station, a previous station, and a current station, wherein said subsequent station is determined in response to a reaction of said lead in a prior station; and
means in said medium for removing said lead from said medium at a conclusion of said marketing campaign.

87. (Original) The article of claim 86, wherein the medium is selected from a group consisting of: a recordable data storage medium, and a modulated carrier signal.

88. (Cancel) The article of claim 86, where said customer is selected from a group consisting of: a current customer and a prospective customer.

89. (Currently Amended) The article of claim 88 86, wherein each of said plurality of stations in said medium includes a definition of required actions for an intended sale.

90. (Original) The article of claim 86, further comprising a station master in said medium for monitoring said lead within said assigned station.

91. (Cancel) The article of claim 90, wherein said means for monitoring of a lead includes managing marketing activity of said lead by a user assigned to said station within an allotted time interval.
92. (Original) The article of claim 86, further comprising an alert in said medium, wherein said alert is a communication to a designated user in response to neglect of said lead in said station.
93. (Cancel) The article of claim 92, wherein said designated user is a station master adapted to monitor marketing activity associated with said lead in said station.
94. (Original) The article of claim 86, further comprising means in said medium for generating a report to analyze progress of said lead through said marketing campaign.
95. (Original) The article of claim 94, further comprising means in said medium for automatically generating said report at a predefined interval.
96. (Original) The article of claim 94, further comprising means in said medium for custom defining report parameters based upon a user selecting fields of said database for inclusion in said report.
97. (Original) The article of claim 86, further comprising means in said medium for custom defining a station parameter and applying said station parameter to said rule of said marketing campaign.
98. (Original) The article of claim 86, further comprising a calendar within said medium for scheduling reminder messages for users of said station within said marketing campaign.
99. (Original) The article of claim 86, wherein said marketing campaign has a goal selected from a group consisting of: sale of a product, sale of a service, and combinations thereof.

100. (New) An article comprising:
a computer readable signal bearing medium;
a lead having associated contact information stored in said medium, wherein said lead is a customer targeted for a marketing campaign;
a plurality of stations in said medium, wherein each of said stations defines a status of said lead in said marketing campaign;
means in said medium for applying rules of said marketing campaign to said lead, wherein a station parameters is synonymous with a rule of said marketing campaign;
means in said medium for monitoring a lead within an assigned station;
means in the medium for moving a lead to a station selected from a group consisting of: a subsequent station, a previous station, and a current station, wherein said station is determined in response to a reaction of said lead in a prior station; and
means in the medium for communicating an alert to a designated user in response to neglect of said lead in said station.

101. (New) The article of claim 100, wherein the medium is selected from a group consisting of: a recordable data storage medium, and a modulated carrier signal.

102. (New) The article of claim 100, wherein each of said plurality of stations in said medium includes a definition of required actions for an intended sale.

103. (New) The article of claim 100, further comprising a station master in said medium for monitoring said lead within said assigned station.

104. (New) The article of claim 100, wherein said means for monitoring a lead includes managing marketing activity of said lead by a user assigned to said station within an allotted time interval.

105. (New) The article of claim 100, further comprising means in said medium for generating a report to analyze progress of said lead through said marketing campaign.

106. (New) The article of claim 105, further comprising means in said medium for automatically generating said report at a predefined interval.

107. (New) The article of claim 105, further comprising means in said medium for custom defining report parameters based upon a user selecting fields of said database for inclusion in said report.

108. (New) The article of claim 100, further comprising means in said medium for custom defining a station parameter and applying said station parameter to said rule of said marketing campaign.

109. (New) The article of claim 100, further comprising a calendar within said medium for scheduling reminder messages for users of said station within said marketing campaign.

110. (New) The article of claim 100, wherein said marketing campaign has a goal selected from a group consisting of: sale of a product, sale of a service, and combinations thereof.

111. (New) An article comprising:
a computer readable signal bearing medium;
a lead having associated contact information stored in said medium, wherein said lead is a customer targeted for a marketing campaign;
a plurality of stations in said medium, wherein each of said stations defines a status of said lead in said marketing campaign;
means in said medium for applying rules of said marketing campaign to said lead, wherein a station parameters is synonymous with a rule of said marketing campaign;
means in said medium for monitoring a lead within an assigned station; and
means in the medium for moving a lead to a station selected from a group consisting of: a subsequent station, a previous station, and a current station, wherein said station is determined in response to a reaction of said lead in a prior station;

112. (New) The article of claim 111, wherein the medium is selected from a group consisting of: a recordable data storage medium, and a modulated carrier signal.

113. (New) The article of claim 111, where said customer is selected from a group consisting of: a current customer and a prospective customer.

114. (New) The article of claim 113, wherein each of said plurality of stations in said medium includes a definition of required actions for an intended sale.

115. (New) The article of claim 111, further comprising a station master in said medium for monitoring said lead within said assigned station.

116. (New) The article of claim 115, wherein said means for monitoring of a lead includes managing marketing activity of said lead by a user assigned to said station within an allotted time interval.

117. (New) The article of claim 111, further comprising an alert in said medium, wherein said alert is a communication to a designated user in response to neglect of said lead in said station.

118. (New) The article of claim 111, further comprising means in said medium for generating a report to analyze progress of said lead through said marketing campaign.

119. (New) The article of claim 118, further comprising means in said medium for automatically generating said report at a predefined interval.

120. (New) The article of claim 118, further comprising means in said medium for custom defining report parameters based upon a user selecting fields of said database for inclusion in said report.

121. (New) The article of claim 120, further comprising means in said medium for custom defining a station parameter and applying said station parameter to said rule of said marketing campaign.

122. (New) The article of claim 111, further comprising a calendar within said medium for scheduling reminder messages for users of said station within said marketing campaign.

123. (New) The article of claim 111, wherein said marketing campaign has a goal selected from a group consisting of: sale of a product, sale of a service, and combinations thereof.